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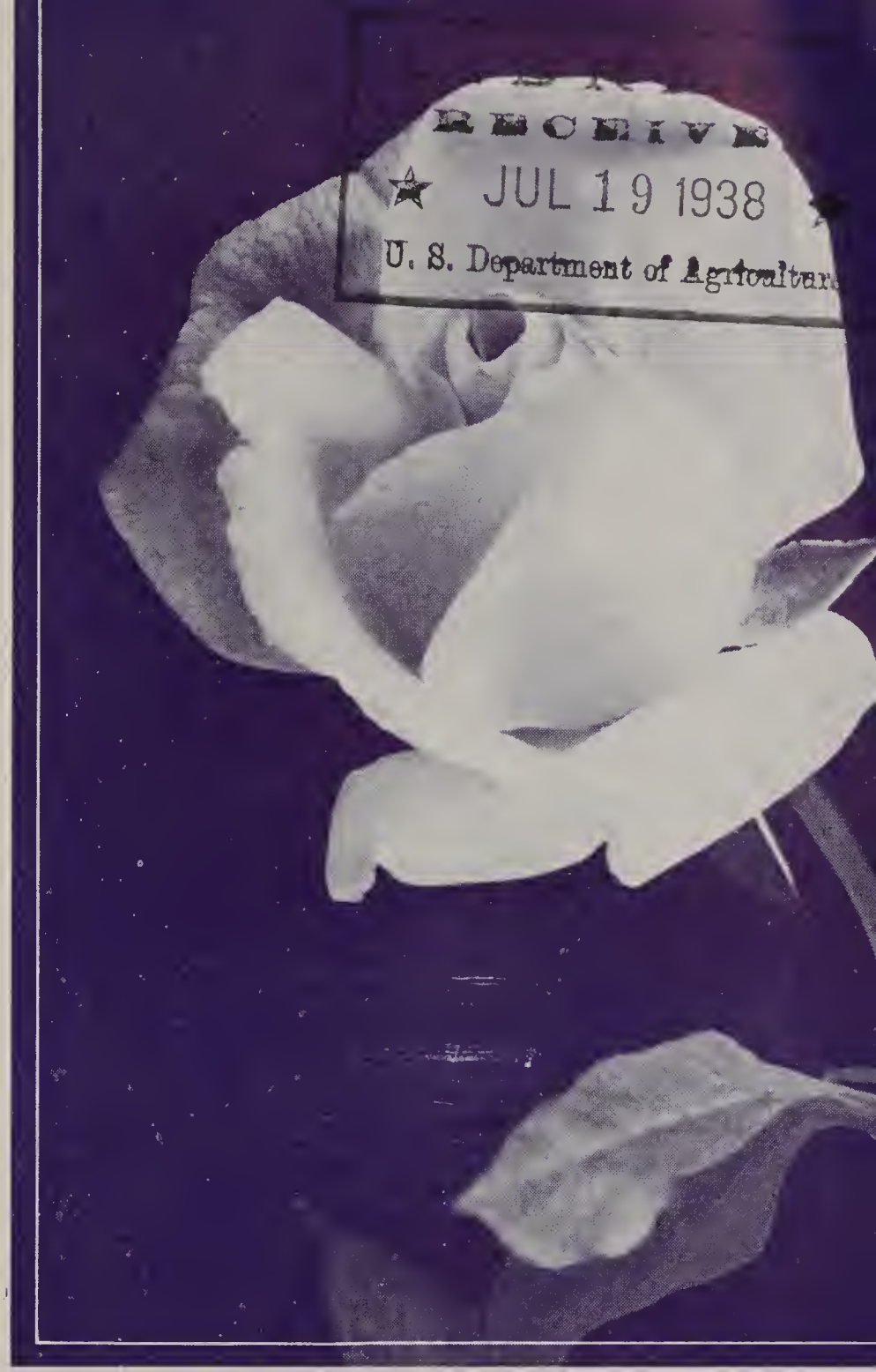


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FIRST  
WHOLESALE  
PRICE LIST  
1938

(Cancels All Previous Quotations)

JULY 1, 1938



ROSE BUSHES



HOWARD ROSE COMPANY  
HEMET, CALIFORNIA

# Quantity Prices

## General Assortment of Hybrid Teas

	GRADE		
	No. 1	No. 1½	No. 2
1000 to 2000 .....	20c	14c	10c
2000 to 5000 .....	18c	12c	9c
5000 to 10,000 .....	17c	11c	8c
10,000 and up .....	16c	10½c	8c

*A few exceptions to above are necessary; the higher priced varieties, the cheaper climbers, etc., sell at List Prices.*

## Hybrid Teas, Teas, etc., etc.

	No. 1 Each	No. 1½ Each	No. 2 Each
<b>A</b> bol. Full white blooms with faint blush tint; fragrant .....	22c	15c	10c
<b>Ami Quinard.</b> A tall, vigorous grower and profuse bloomer. One of the darkest red varieties, velvety crimson-maroon .....	25c	20c	12c
<b>Angele.</b> ('35) Creamy white, very large, double, lasting .....	25c	20c	12c
<b>Angele Pernet.</b> Long coppery orange buds, open flowers toned yellow .....	25c	20c	12c
<b>Autumn.</b> An exceptionally vigorous, upright grower; long, strong stems; very double blooms of rich burnt orange, yellow and red .....	22c	15c	10c
<b>Autumn Queen.</b> Long pointed buds, full flowers, rich Autumn colors....	22c	15c	10c
<b>B</b> arcelona. Free blooming, dark velvety red; vigorous and upright .....	35c	25c	15c
<b>Better Times.</b> See Patented Varieties Page 11.			
<b>Betty Uprichard.</b> Lasting blooms of brilliant orange-carmine on outer surface of petals, soft pink inside; a profuse blcomer .....		15c	10c
<b>Briarcliff.</b> A very popular clear rose-pink sport of Columbia .....	22c	15c	10c
<b>C</b> aledonia. One of the best whites; long buds, large, double, lasting blooms .....	22c	15c	10c
<b>Carol Howard.</b> Bright, glowing rose-pink, sweetly scented .....	25c	20c	12c
<b>Catalonia.</b> Strikingly brilliant, orange-vermillion; double, cupped .....	22c		10c
<b>Cathrine Kordes.</b> Extremely lasting, large pointed buds and double blooms of scarlet toned pink; a good grower with long stemmed blooms .....	22c	15c	10c
<b>Cecil.</b> Large single flowers, glorious buttercup yellow, free blocmer.....	35c	25c	15c
<b>Chas K Douglas.</b> Free flowering variety; scarlet-crimson; strong bushy .....	22c	15c	10c
<b>Chas P Kilham.</b> Large, very double, lasting; bright scarlet-carmine toned gold at base .....	25c	20c	12c
<b>Columbia.</b> Glistening pink; long stems and lasting well-shaped blooms .....	22c	15c	10c
<b>Condesa de Sastago.</b> One of the most popular varieties; bears a profusion of fully double, two-toned blossoms on vigorous, bushy plants; petals are deep coppery-pink inside, golden yellow reverse .....	22c	15c	10c
<b>Conqueror.</b> Beautiful foliage on strong, upright growing plants; well shaped blooms of saffron-yellow toned with copper .....	22c	15c	10c
<b>Countess Vandal.</b> See Patented Varieties Page 11.			
<b>Crusader.</b> Double blooms of rich crimson-red .....			10c
<b>Cuba.</b> The vigorous plants produce many of the large, semi-double blooms of bright cardinal-red toned gold .....	22c	15c	10c
<b>Cynthia.</b> Color and form are comparable to the lovely Chas P Kilham but Cynthia makes a more satisfactory plant; very free bloomer .....	22c	15c	10c

**Order in Multiples of TEN please. Ten or more at these prices.**



<b>D</b>	aily Mail. See Mme Edouard Herriot.		
<b>Daily Mail Scented.</b>	Double, rich crimson-maroon; very fragrant .....	25c	20c 12c
<b>Dainty Bess.</b>	The most popular single; the vigorous plants bear large clusters of waxy petaled rose-pink blooms with wine-red stamens .....	35c	25c 15c
<b>Dame Edith Helen.</b>	Extremely double, glowing pink; excellent shape ....	22c	15c 10c
<b>David O Dodd.</b>	Large, double, rich, deep scarlet, like E G Hill .....	22c	15c 10c
<b>Director Rubio.</b>	Vivid cochineal pink; large blooms on strong stems .....	22c	15c 10c
<b>Duchess of Atholl.</b>	Large, pointed buds of vivid orange passing to double cupped blooms of old-rose with a golden suffusion .....	22c	15c 10c
<b>Duchess of Wellington.</b>	Fragrant, saffron yellow stained orange, to creamy yellow .....	22c	15c 10c
<b>Duchess of York.</b>	Full blooms of orange to apricot; free flowering .....	22c	15c 10c
<b>Duquesa de Penaranda.</b>	A very effective color blend of apricot-orange and pink. A vigorous grower bearing a profusion of double blooms .....	22c	15c 10c

<b>E</b>	del. Ivory white blooms with a very pleasing fragrance .....	22c	15c 10c
<b>Edith Krause.</b>	Enormous, fully double white blooms on strong stems; a tall, vigorous grower .....	22c	15c 10c
<b>Editor McFarland.</b>	Gaining wide popularity because of its shapely buds and double, brilliant pink blooms; profuse, vigorous .....	22c	15c 10c
<b>Edith Nellie Perkins.</b>	Delicate colors blended in beautifully formed blooms of light cerise pink, inside suffused gold; very vigorous .....	22c	15c 10c
<b>E G Hill.</b>	Large, extremely double, lasting deep scarlet, does not fade or blue, but intensifies with age. Vigorous, upright, profuse .....	22c	15c 10c
<b>E J Ludding.</b>	Large, double, carmine pink; good stems .....	22c	15c 10c
<b>Etoile de France.</b>	Very fragrant flowers of rich crimson .....	22c	15c 10c
<b>Etoile de Hollande.</b>	Dark velvety-red; large, fragrant, profuse .....	22c	15c 10c
<b>Eulalia.</b>	Large buds, double pink blooms; vigorous .....	22c	15c 10c

<b>F</b>	aience. Long tapering buds, cadmium-yellow and shrimp-pink .....	35c	25c 15c
<b>Fantasy.</b>	Very double, pearly pink; vigorous, hardy .....	22c	15c 10c
<b>Federico Casas.</b>	A free flowering variety of cinnamon pink, reverse of petals toned gold; full, double blooms .....	25c	20c 12c
<b>Feu Joseph Looymans.</b>	Profuse, continuous bloomer; long pointed buds and lasting cupped flowers of yellow shaded apricot .....	22c	15c 10c
<b>Florence L Izzard.</b>	Lasting, deep golden yellow; double, fragrant .....	25c	20c 12c
<b>Francis Scott Key.</b>	Extremely large, very double, rich crimson .....	22c	15c 10c
<b>Frau Weigand.</b>	Very double, deep yellow to light orange; upright grower .....	22c	15c 10c

<b>G</b>	aiety. Camellia-shaped, coppery fawn and pale pink .....	25c	20c 12c
<b>Gipsy Lass.</b>	Dark glowing scarlet-crimson; many fragrant, wellshaped double blooms are borne on strong, upright growing plants .....	22c	15c 10c
<b>Glowing Carmine.</b>	Carmine; strong grower; blooms freely .....	22c	15c 10c
<b>Golden Dawn.</b>	An exceptionally strong growing yellow variety; very double fragrant blooms of sunflower-yellow .....	22c	15c 10c
<b>Golden Emblem.</b>	Beautiful, large, double blooms of rich yellow, buds stained red on outer petals .....	25c	20c 12c
<b>Golden Ophelia.</b>	See Ophelia Golden.		
<b>Golden Pernet.</b>	(Mons Julien Potin) Large double, primrose-yellow .....	25c	20c 12c
<b>Golden Rapture.</b>	Long lasting, beautifully formed buds, fully double blooms, rich yellow; vigorous grower, long strong stems .....	25c	20c 12c
<b>Gold Star.</b>	A profuse bloomer with double, golden yellow blooms that deepen to orange in center .....	22c	15c 10c

<b>Grenoble.</b> Becoming deservedly popular because of its profusion of long stemmed, beautifully shaped blooms, striking scarlet-crimson; vigorous .....	22c	15c	10c
<b>Gruss an Teplitz.</b> Intensely fragrant, dark velvety-scarlet; a continuous bloomer, a vigorous, hardy variety .....		15c	

<b>H</b> <b>adley.</b> Large, double, perfectly formed blooms of rich crimson .....	22c	15c	10c
<b>H C Young.</b> Well shaped salmon-pink buds; very vigorous .....	22c	15c	10c
<b>Heinrich Wendland.</b> Distinctively two-toned, large double blooms. Inside of petals are nasturtium red, reverse golden yellow .....	22c	15c	10c
<b>Hinrich Gaede.</b> Bright vermillion, toned gold; good form and fragrance .....	35c	25c	15c
<b>Hollywood.</b> A rose-red variety used extensively for forcing .....	22c	15c	10c
<b>Hoosier Beauty.</b> A vigorous, upright grower and profuse, continuous bloomer; glowing deep scarlet with extremely dark shadings .....	22c	15c	10c
<b>Hortulanus Budde.</b> Beautiful open flowers of luminous scarlet .....	22c	15c	10c

<b>I</b> <b>mperial Potentate.</b> Large, deep rose-pink; vigorous, profuse .....	22c	15c	10c
<b>Impress.</b> Very large, double, salmon-cerise suffused gold .....		15c	10c
<b>Innocence.</b> Long tapering buds open to very large, single blooms of pure white with wine-red stamens .....	22c	15c	10c
<b>Irish Charm.</b> Beautiful long buds and semi-double blooms of blush pink toned golden apricot on long, strong stems .....	22c	15c	10c
<b>Irish Fireflame.</b> Single blooms follow long buds, pink and gold .....	25c	20c	12c
<b>Isobel.</b> One of the favorite singles; very large, bright orange-pink .....	22c	15c	10c
<b>Ivanhoe.</b> Vigorous crimson, medium height .....	22c	15c	10c

<b>J</b> <b>ames Gibson.</b> Large, high-centered, lasting, velvety crimson-scarlet .....	22c	15c	10c
<b>J C Thornton.</b> Long stemmed, double blooms of glowing crimson-scarlet .....	22c	15c	10c
<b>Joanna Hill.</b> A vigorous, upright grower which bears many beautifully shaped, long lasting buds and double blooms on good stems for cutting; deep creamy yellow shaded bronzy pink in center .....	22c	15c	10c
<b>Johanniszauber.</b> Lasting, velvety, blood-red; a free bloomer .....	25c	20c	12c
<b>John Russell.</b> Large, double blooms of crimson, shaded darker .....	22c	15c	10c
<b>Jon J L Mock.</b> Two-toned carmine pink and sparkling, clear pink .....	22c	15c	10c
<b>Jos P Annimaesse.</b> Long buds, terra-cotta to coral, vigorous, upright .....	22c	15c	10c
<b>J Otto Thilow.</b> Perfect buds and full flowers of rich rose-pink .....	22c	15c	10c
<b>Jules Gaujard.</b> A profuse blcomer; very large, fragrant, orange-carmine .....	22c	15c	10c

<b>K</b> <b>A Victoria.</b> Ivory white, pale lemon center; high-centered, double .....	22c	15c	10c
<b>Katharine Pechtold.</b> Beautifully pointed buds and fairly full blooms with reflexed petals; soft coppery-orange flushed old-gold; profuse .....	25c	20c	12c
<b>Kidwai.</b> Soft tones of creamy yellow suffused salmon; large, double.....	22c	15c	10c
<b>Killarney.</b> Fragrant, free bloomer, bright pink .....	22c	15c	10c
<b>Killarney Dbl White.</b> Large, snowy white, intensely fragrant .....	22c	15c	10c
<b>Korovo.</b> Vigorous plant; light salmon pink, yellow base .....	22c	15c	10c

<b>L</b> <b>ady Alice Stanley.</b> Lasting, double, light pink; continuous bloomer .....	22c	15c	10c
<b>Lady Ashtown.</b> Carmine-pink, high-centered, lasting blooms .....	22c	15c	10c
<b>Lady Forteviot.</b> Striking, bright golden yellow shaded apricot; profuse .....	25c	20c	12c
<b>Lady Hillingdon.</b> Deep orange-yellow; free, continuous bloomer .....	22c	15c	10c
<b>Lady Margaret Stewart.</b> Large, double, rich yellow marked orange-red .....	25c	20c	12c
<b>La France.</b> Intensely fragrant, bright pink; the first Hybrid-Tea rose .....	22c	15c	10c



<b>Leonard Barron.</b> Beautiful buds of pink toned gold at base open to extremely large, full blooms of buff pink suffused gold; hardy ....	22c	15c	10c
<b>Li Bures.</b> Vari-colored, mixed red and yellow; vigorous, profuse .....	22c	15c	10c
<b>Lilian.</b> Unusually lasting, large, cupped, deep golden yellow .....	22c	15c	10c
<b>Lord Charlemont.</b> Large, well-formed, deep crimson; very fragrant .....		25c	15c
<b>Lord Lonsdale.</b> High-centered buds, full blooms, lasting, rich yellow .....	25c	20c	12c
<b>Los Angeles.</b> Perfectly formed, long pointed buds and double blooms with reflexed petals; luminous flame pink toned coral; golden base .....	22c	15c	10c
<b>Louise Baldwin.</b> Exquisitely shaped, yellow toned orange; profuse .....	25c	20c	12c
<b>Louise Catherine Breslau.</b> Lasting, coral-red shaded chrome-yellow .....	22c	15c	10c
<b>Lovely.</b> Soft carmine-pink, delicately fragrant .....	22c	15c	10c
<b>Lucie Marie.</b> A very vigorous grower; fragrant, long-pointed buds and double flowers of yellow shaded apricot-cerise .....	22c	15c	10c
<b>Lucy Nicolas.</b> ('35) Pointed, golden copper buds and full, coppery-pink blooms .....	25c	20c	12c
<b>Lucyle.</b> Large, firm buds, double blooms, glowing pink .....	22c	15c	10c
<b>Ludwig Oppenheimer.</b> Deep glowing crimson-scarlet, delightful perfume .....	25c	20c	12c
<b>Lulu.</b> Long slender buds of coral-rose, open blooms .....	25c	20c	12c
<b>Luxembourg.</b> Double, bronzy yellow; profuse .....		15c	10c
<b>Lydia.</b> Large, firm buds expand slowly to very double blooms of rose-pink lightened with orange .....	22c	15c	10c

<b>McGredy's Ivory.</b> Large, well shaped, creamy white; fragrant .....		25c	15c
<b>McGredy's Scarlet.</b> Beautifully formed, high-centered blooms of brilliant scarlet shaded rose-pink; a vigorous grower, long stems .....	22c	15c	10c
<b>McGredy's Yellow.</b> Bright, buttercup-yellow; perfect form; fragrant .....	25c	20c	12c
<b>Malar Ros.</b> Fragrant, pointed buds, double blooms of rich crimson. The upright bushes produce long stems .....	22c	15c	10c
<b>Margaret Belle Houston.</b> Rich, velvety crimson; a good grower .....	22c	15c	10c
<b>Margaret McGredy.</b> Full blooms of orange-scarlet are profusely borne on vigorous, bushy plants .....	22c	15c	10c
<b>Mari Dot.</b> Very fragrant, lasting, bright apricot-orange .....	22c	15c	10c
<b>Mary Hart.</b> See Patented Varieties Page 11.			
<b>Max Krause.</b> Large, high-centered, very double, golden-yellow .....	25c	20c	12c
<b>Mev G A Van Rossem.</b> A distinctive color; orange-brown; well formed, double blooms with pleasant fragrance .....	22c	15c	10c
<b>Miss Rowena Thom.</b> Immense, bright pink, golden base; good grower, profuse .....	22c	15c	10c
<b>Mme Butterfly.</b> Large, double, soft pink suffused apricot .....	22c	15c	10c
<b>Mme Caroline Testout.</b> Satiny pink; large blooms on upright plants.....	22c	15c	10c
<b>Mme Edouard Herriot.</b> Free bloomer, coral-red toned yellow at base.....	22c	15c	10c
<b>Mme Jules Bouche.</b> White with blush tints in center .....		15c	
<b>Mme Joseph Perraud.</b> High-centered, perfectly formed buds and double blooms that shade from shell-pink at the edges to buff and orange in the center. An upright grower with long-stemmed blooms .....	35c	25c	15c
<b>Mme Nicolas Aussel.</b> Coppery red buds, full blooms of deep salmon .....	22c	15c	10c
<b>Mrs A R Barraclough.</b> Large, full blooms of vivid carmine-pink .....	22c	15c	10c
<b>Mrs Chas Bell.</b> Shell pink sport of Radiance; growth and bloom the same .....	22c	15c	10c
<b>Mrs E P Thom.</b> Profuse, strong, bushy plants, double, pure yellow blooms .....	22c	15c	10c
<b>Mrs Henry Bowles.</b> Lasting, high-centered flowers of rosy pink shaded salmon; a good grower and profuse, continuous bloomer .....	22c	15c	10c
<b>Mrs John Bell.</b> Large, beautifully formed buds and double blooms of rich lasting cochineal-carmine, golden base; vigorous, profuse.....	22c	15c	10c

<b>Mrs Pierre S DuPont.</b> A free flowering kind; double, rich yellow .....	22c	15c	10c
<b>Mrs Sam McGredy.</b> Long coppery buds, full cupped orange-rose blooms	35c	25c	15c
<b>Mrs Wakefield Christie-Miller.</b> Large, double, fluffy, salmon-rose .....	22c	15c	10c

<b>Olympiad.</b> Large, well-formed, vivid scarlet, undertone yellow .....	25c	20c	12c
<b>Ophelia.</b> Light salmon shading to yellow .....	22c	15c	10c
<b>Ophelia Golden.</b> Golden yellow center, lighter edges .....	22c	15c	10c
<b>Oswald Sieper.</b> Very large, double, white blooms on strong stems .....	22c	15c	10c

<b>Padre.</b> A strong, tall grower, free bloomer; coppery scarlet .....	22c	15c	10c
<b>Papa Klein.</b> Orange-coppery red passing to salmon-rose. Abundant bloomer .....	25c	20c	12c
<b>Patience.</b> Lasting, scarlet-carmine toned orange at the base .....	25c	20c	12c
<b>Phyllis Gold.</b> Large, butter-yellow rose of fine substance .....	25c	20c	12c
<b>Pink Dawn.</b> ('35) Perfectly formed, deep rose-pink, toned orange .....	22c	15c	10c
<b>Polly.</b> Large, high-centered blooms of soft pink suffused gold; vigorous	22c	15c	10c
<b>Portadown Fragrance.</b> Bright orange-scarlet, edges toned rose .....	22c	15c	10c
<b>Porto.</b> A free blooming, tall grower; dark crimson-scarlet .....	22c	15c	10c
<b>President Herbert Hoover.</b> Long stems on vigorous plants; extremely large, double blooms of creamy yellow tinted with flame pink .....	22c	15c	10c
<b>President Plumecocq.</b> Large, cupped blooms of lasting, soft coppery-yellow and salmon; vigorous, upright grower, and profuse bloomer	22c	15c	10c
<b>Prince Felix.</b> Very velvety, carmine-red; vigorous, profuse .....	22c	15c	10c

<b>Queen Alexandra.</b> Double blooms of vermillion with golden base .....	25c	20c	12c
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<b>Radiance.</b> Free flowering, vigorous grower, rosy opaline pink .....	22c	15c	10c
<b>Radiance Red.</b> A vigorous, glowing crimson sport of Radiance .....	22c	15c	10c
<b>Rapture.</b> Large, double, deep pink blooms on long stems .....	22c	15c	10c
<b>Romance.</b> Double, lasting, clear, golden yellow .....	22c	15c	10c
<b>Roselandia.</b> Golden yellow blooms; Ophelia type .....	22c	15c	10c
<b>Rose Marie.</b> Double, cupped rose-pink blooms are borne single on long stems; a vigorous grower and profuse bloomer .....	22c		10c
<b>Roslyn.</b> Free flowering, vigorous; large, double, deep golden yellow .....	22c	15c	10c
<b>Rouge Mallerin.</b> Double, well formed blooms of lasting, deep red .....	25c	20c	12c

<b>San Jose.</b> ('35) Large, double, highly colored, orange-red and gold .....	22c	15c	10c
<b>Schwabenland.</b> Extremely large, beautifully formed blooms of deep rose-pink. A very hardy variety introduced as a Hybrid-Rugosa, but its blossoms and growth resemble Hybrid-Teas, and may be planted as such .....	22c	15c	10c
<b>Senora Gari.</b> Orange buds, full, fragrant blooms of apricot-rose .....	25c	20c	12c
<b>Sensation.</b> Extremely double; rich dark crimson; fragrant .....	22c	15c	10c
<b>Sir Henry Segrave.</b> Beautifully shaped, double, deep, lemon yellow ....		15c	10c
<b>Soeur Therese.</b> Very vigorous, upright, profuse; double bloom of rich yellow .....	22c	15c	10c
<b>Souv Claudius Pernet.</b> Beautiful long buds, full blooms, rich yellow .....	22c	15c	10c
<b>Souv Georges Pernet.</b> Very large, brick-red to orange-rose .....	22c	15c	10c
<b>Souv J B Weibel.</b> Long buds and full flowers of shining deep rose-pink	22c	15c	10c
<b>Souv Jean Soupert.</b> Creamy yellow tinted coral, vigorous, profuse .....	25c	20c	12c
<b>Souv Mme C Chambard.</b> Very large full blooms, deep coral-red .....	22c	15c	10c
<b>Splendor.</b> Bronzy pink shades predominate in this multi-color rose. Large, full blooms; a vigorous grower .....	22c	15c	10c
<b>Sunburst.</b> Beautifully shaped buds, double blooms of rich yellow .....	22c	15c	10c



<b>Sunkist.</b> A coppery orange sport of Joanna Hill with the same good qualities; extremely lasting, double blooms on long, straight stems	22c	15c	10c
<b>Susan Louise.</b> Unusually long, slender buds, full blooms of dainty pink	22c	15c	10c
<b>Swansdown.</b> Long creamy white buds and full blooms	22c	15c	10c
<b>Syracuse.</b> A very vigorous, upright grower and continuous bloomer.			
Double, well formed, lasting bright scarlet crimson	22c	15c	10c

<b>Talisman.</b> The favorite two-toned variety, rich yellow and rose-red	22c	15c	10c
<b>Temno.</b> Large blooms of deepest red to velvety black	25c	20c	12c
<b>Texas Centennial.</b> See Patented Varieties Page 11.			
<b>Thomas A Edison.</b> Large, well shaped, double blooms of two shades of pink; a clear light pink and a deeper tone; a strong grower	22c	15c	10c
<b>Trigo.</b> Long stemmed, double, rich yellow, apricot center	22c	15c	10c

<b>Vaterland.</b> Extremely dark scarlet-crimson, high-centered, velvety	22c	15c	10c
<b>Victoria Harrington.</b> Lasting, velvety dark red intensely fragrant blooms on vigorous, free flowering plants	35c	25c	15c
<b>Ville de Paris.</b> Lasting, well-shaped blooms of sunflower yellow	35c	25c	15c

<b>Western Gold.</b> Clear yellow sport of Talisman	22c	15c	10c
<b>White Ensign.</b> Large, double, fragrant, creamy white; vigorous	22c	15c	10c
<b>Wilhelm Kordes.</b> Deep golden-salmon, with copper-red tints	22c	15c	10c
<b>Will Rogers.</b> See Patented Varieties Page 11.			
<b>William Orr.</b> Long stemmed blooms of lasting, bright crimson	25c	20c	12c
<b>Willowmere.</b> A strong grower and continuous bloomer; large, double blooms of rich, shrimp-pink	22c	15c	10c

<b>Yellow Looymans.</b> Yellow sport of the popular bush variety	25c	20c	12c
<b>Yellow Sastago.</b> Sport of the popular bush variety	22c	15c	10c

	No. 1 Each	No. 1½ Each	No. 2 Each
<b>American Pillar.</b> Clusters of single, pink blooms with white eye; hardy	14c	10c	7c
<b>Apeles Mestres.</b> Immense, double blooms of clear yellow. These hardy plants are extremely vigorous growers	22c	15c	10c
<b>Banksia White.</b> Tiny white flowers in great profusion	18c	12c	8c
<b>Banksia Yellow.</b> Same as above except yellow	18c	12c	8c
<b>Belle of Portugal.</b> A popular Western climber, light pink blooms	22c		
<b>Blaze.</b> See Patented Varieties Page 11.			
<b>Chaplins Pink Climber.</b> Resembles Pauls Scarlet, except clear pink	22c	15c	10c
<b>Cherokee Pink.</b> Large single, bright pink; comes early in Spring	22c		
<b>Cherokee Ramona.</b> Same as above except carmine-crimson	22c		
<b>Cherokee White.</b> Same as other Cherokees, except white	22c		10c
<b>Cl American Beauty.</b> Hardy, Spring bloomer, carmine-red	14c	10c	7c
<b>Cl Cecile Brunner.</b> An exceptionally strong grower; sport of the Polyantha bush	22c	15c	10c
<b>Cl Columbia.</b> Sport of the bush variety, bright pink	22c	15c	10c
<b>Cl Dainty Bess.</b> ('35) Sport of the popular bush; single, pink	22c	15c	10c
<b>Cl Dame Edith Helen.</b> Same large, pink blooms as the bush	22c	15c	10c
<b>Cl David O Dodd.</b> Large, double blooms of rich, deep scarlet	25c		12c
<b>Cl Edith Nellie Perkins.</b> ('36) Cerise-pink tinted gold at base	25c	20c	12c
<b>Cl Etoile de Hollande.</b> Fragrant, dark red, sport of bush	22c	15c	10c
<b>Cl General MacArthur.</b> Sport of the bush, bright scarlet	22c		10c
<b>Cl Golden Emblem.</b> Rich yellow blooms, same as bush parent	22c		10c
<b>Cl Gruss an Teplitz.</b> Same as the bush, velvety scarlet	22c	15c	10c
<b>Cl Hadley.</b> Same as the bush, large, perfectly formed blooms, rich-crimson	22c		10c

<b>Cl Hoosier Beauty.</b> Vigorous sport of bush, very dark scarlet .....	22c		10c
<b>Cl Joanna Hill.</b> ('36) A new sport of the bush; bronzy yellow .....	25c	20c	12c
<b>Cl Killarney Double White.</b> ('36) Large, white blooms as bush .....	22c	15c	10c
<b>Cl Lady Forteviot.</b> ('36) Brilliant golden apricot, as the bush .....	25c	20c	12c
<b>Cl Lady Hillingdon.</b> A vigorous grower as the bush, orange-yellow .....	22c	15c	10c
<b>Cl Lady Margaret Stewart.</b> Same as the popular bush, yellow marked orange-red .....	25c	20c	12c
<b>Cl Lord Charlemont.</b> Same deep crimson blooms as parent bush .....	22c	15c	10c
<b>Cl Los Angeles.</b> Sport of the bush; pink with golden suffusion .....	22c	15c	10c
<b>Cl Mme Butterfly.</b> Sport of the bush; pink .....	22c	15c	10c
<b>Cl Mme E Herriot.</b> A very well liked, strong, climbing sport, coral-red .....	22c	15c	10c
<b>Cl Mrs E P Thom.</b> Same rich yellow blooms as bush parent .....	22c	15c	10c
<b>Cl Pink Cochet.</b> Same as bush. Deep coral to salmon .....	22c	15c	10c
<b>Cl Pres H Hcover.</b> Vigorous climbing sport; yellow tinted pink .....	22c	15c	10c
<b>Cl Radiance.</b> Sport of the popular bush, rosy pink .....	22c	15c	10c
<b>Cl Red Radiance.</b> Sport of the Red Radiance bush .....	22c	15c	10c
<b>Cl Rose Marie.</b> Satiny pink blooms, the same as the bush .....	22c	15c	10c
<b>Cl Souv Claudius Pernet.</b> Profuse, pure lasting yellow .....	22c	15c	10c
<b>Cl Souv Mme Chambard.</b> Very large, full blooms of deep coral-red .....	25c	20c	12c
<b>Cl Sunburst.</b> Form and color identical to the bush parent; yellow .....	22c	15c	10c
<b>Cl Syracuse.</b> Same as the bush, bright scarlet crimson .....	22c	15c	10c
<b>Cl Talisman.</b> Multi-colored blooms, same as the parent bush .....	22c	15c	10c
<b>Cl White Cochet.</b> Beautifully formed, large buds, pure white .....	22c	15c	10c
<b>Crimson Rambler.</b> Small scarlet flowers, large clusters; hardy .....	14c	10c	7c
<b>Dorothy Perkins.</b> Small shell-pink blooms in large clusters; hardy .....	14c	10c	7c
<b>Dorothy Perkins White.</b> Same as above except white blooms .....	14c	10c	7c
<b>Emily Gray.</b> Golden yellow; large, open blooms; hardy .....	22c	15c	10c
<b>Excelsa.</b> Similar to Dorothy Perkins, except red .....	14c	10c	7c
<b>Flower of Fairfield.</b> Similar to Crimson Rambler .....	14c	10c	7c
<b>Gold of Ophir.</b> Southern climber of copper, carmine and salmon .....	14c	10c	7c
<b>Golden Climber.</b> See Patented Varieties Page 11.			
<b>Golden Dream.</b> See Rugosa .....	18c	12c	8c
<b>Jacotte.</b> A hardy variety; lasting, deep orange-yellow, tinted coppery-red .....	22c	15c	10c
<b>Kitty Kininmonth.</b> Large, glowing, deep pink; vigorous, few thorns .....	22c	15c	10c
<b>Laure Soupert.</b> Small everblooming Rambler, white to light pink .....	25c	20c	12c
<b>Maid of Gold.</b> See Patented Varieties Page 11.			
<b>Marechal Neil.</b> Large, deep golden-yellow blooms; intensely fragrant .....	25c	20c	12c
<b>Mary Wallace.</b> Well-formed, rosy-pink with salmon base; hardy .....	14c	10c	7c
<b>Mermaid.</b> Very large, single blooms of clear, light yellow .....	25c	20c	12c
<b>Mme Gregoire Staechelín.</b> See Staechelín.			
<b>Pauls Scarlet Climber.</b> A profuse Spring bloomer, bright, scarlet, hardy .....	14c	10c	7c
<b>Primrose.</b> Hardy climber, medium sized blooms of canary yellow .....	22c	15c	10c
<b>Roserie.</b> A deep pink sport of Tausendschoen; hardy .....	14c	10c	7c
<b>Silver Moon.</b> Especially beautiful foliage and large white blooms; hardy .....	14c	10c	7c
<b>Staechelín.</b> (Mme Gregoire Staechelín, Spanish Beauty). A hardy variety, long stemmed, pink blooms with lightly curled petals .....	14c	10c	7c
<b>Tausendschoen.</b> Large clusters of medium sized blooms that shade from soft pink to white; thornless, hardy .....	14c	10c	7c

Hybrid Perpetuals and Other Hardy Varieties			
	No. 1 Each	No. 1½ Each	No. 2 Each
<b>American Beauty.</b> Desirable as a forcer, as well as for the garden. Very fragrant, deep pink shaded carmine .....	18c	12c	8c
<b>Black Prince.</b> Dark crimson, shaded darker .....	18c		8c
<b>Captain Hayward.</b> Well formed blooms of light crimson .....	18c	12c	8c
<b>Frau Karl Druschki.</b> Immense, lasting blooms of snow-white .....	18c	12c	8c
<b>General Jacqueminot.</b> An old favorite, clear red .....	18c	12c	8c



<b>George Arends.</b> Large, clear pink, very fragrant .....	18c	12c	8c
<b>Harrison's Yellow.</b> An early bloomer, bright yellow .....	22c	15c	10c
<b>J B Clarke.</b> Large, double blooms of deep scarlet .....	18c	12c	8c
<b>Juliet.</b> Two-toned blooms of old-gold and rose-pink .....	18c	12c	8c
<b>Magna Charta.</b> Bright pink overspread with carmine .....	18c	12c	8c
<b>Mme Albert Barbier.</b> A continuous bloomer; salmon tinted yellow .....	18c	12c	8c
<b>Mrs John Laing.</b> Well-formed blooms of soft pink .....	18c	12c	8c
<b>Paul Neyron.</b> Large, double blooms of rosy pink .....	18c	12c	8c
<b>Prince C de Rohan.</b> One of the darkest, velvety crimson-maroon .....	18c	12c	
<b>Ulrich Brunner.</b> Large, fine formed blossoms of cherry red .....	18c	12c	8c

Rugosa and Hybrids			
	No. 1 Each	No. 1½ Each	No. 2 Each
<b>Agnes.</b> Large, double, fragrant amber-yellow .....	25c	20c	12c
<b>Conrad F Meyer.</b> Large, full flowers of clear silvery pink .....	18c	12c	8c
<b>Dr Eckener.</b> Two-toned buff and rose-pink; a vigorous grower with blossoms of Hybrid-Tea form .....	22c	15c	10c
<b>F J Grootendorst.</b> A profuse bloomer; bright red .....	18c	12c	8c
<b>F J Grootendorst Pink.</b> Same as above, except clear pink .....	18c	12c	8c
<b>Golden Dream.</b> (Goldener Traum). One of the very few clear yellow varieties of this type; double, well-formed blooms; a tall growing, continuous bloomer, sometimes listed as an everblooming hardy Climber .....	18c	12c	8c
<b>Hansa.</b> Double, reddish violet blooms of large size .....	18c	12c	8c
<b>Hugonis.</b> Small, single, bright yellow. An early Spring bloomer .....		15c	10c
<b>Schwabenland.</b> Large, double, deep pink blooms on long stems; a con- tinuous bloomer. (See Hybrid Teas) .....	22c	15c	10c

Polyanthas or "Baby" Roses			
	No. 1 Each	No. 1½ Each	No. 2 Each
<b>Cameo.</b> Soft salmon-pink suffused with gold. Continuous bloomer .....	22c	15c	10c
<b>Catherine Zeimet.</b> Pure white, fragrant, borne in large clusters .....	18c	12c	8c
<b>Cecile Brunner.</b> Small dainty buds of clear pink, yellow base. These own-root plants are free bloomers .....	18c	12c	8c
<b>Chatillon Rose.</b> Vigorous, bushy, immense clusters, clear pink .....	18c	12c	8c
<b>Echo.</b> Sport of Tausendschoen (clg.). Soft pink to white; thornless .....	18c	12c	8c
<b>Ellen Poulsen.</b> Dark, brilliant pink; very sweetly scented .....	18c	12c	8c
<b>Else Poulsen.</b> A tall grower, continuous bloomer, semi-double flowers large for the type; two-tone rose-pink .....	18c	12c	8c
<b>George Elger.</b> Golden yellow buds, flowers clear yellow .....	18c	12c	8c
<b>Gloria Mundi.</b> A very striking variety, orange-scarlet; a low grower .....	18c	12c	8c
<b>Golden Salmon.</b> Large clusters of bright salmon-orange .....	18c	12c	8c
<b>Gruss an Aachen.</b> White tinted carmine, full double flowers .....	18c	12c	8c
<b>Ideal.</b> A good grower and continuous bloomer, large clusters, dark red....	18c	12c	8c
<b>Improved Lafayette.</b> A vigorous grower; deep glowing, crimson .....	18c	12c	8c
<b>Ingar Olsson.</b> A tall grower, semi-double, large, bright pink blooms .....	18c	12c	8c
<b>Karen Poulsen.</b> An almost continuous bloomer; large clusters of open scarlet blooms on tall, vigorous plants .....	22c	15c	10c
<b>Kirsten Poulsen.</b> A very attractive tall growing variety that blooms almost continuously with large clusters of open scarlet flowers .....	18c	12c	8c
<b>Kluis Scarlet.</b> Medium height, double, crimson-scarlet blooms .....	22c	15c	10c
<b>Lady Reading.</b> Clear, bright red sport of Ellen Poulsen .....	18c	12c	8c
<b>Lafayette.</b> Large semi-double, light cherry-crimson .....	18c	12c	8c
<b>Miss Edith Cavell.</b> A profuse bloomer; small, double, lasting blooms of scarlet crimson .....	18c	12c	8c

<b>Mme Cecile Brunner.</b> See Cecile Brunner under Polyanthas.			
<b>Mme N Levavasseur.</b> A vigorous, bushy, low-grower with immense clusters of rosy-red blooms on strong stems .....	18c	12c	8c
<b>Mrs R M Finch.</b> A profuse bloomer; double blooms of rosy pink .....	22c	15c	10c
<b>Paul Crampel.</b> Orange-scarlet, similar to Gloria Mundi, but taller .....	18c	12c	8c
<b>Perle d'Or.</b> Well formed buds of nankeen yellow with orange center .....	18c	12c	8c
<b>Pink Lafayette.</b> Medium sized, very lasting blooms of clear pink; a bushy grower and profuse bloomer .....	18c	12c	8c
<b>Rouge.</b> Large clusters, brilliant clear scarlet .....	35c	25c	15c
<b>Sunshine.</b> Small, full, golden orange, changing to soft pink .....	35c	25c	15c
<b>Tip Top.</b> Dainty, double blooms of yellow and white tipped rose .....	18c	12c	8c
<b>Triomphe Orleanais.</b> Very lasting, large clusters of semi-double, open blooms; vigorous, bushy grower, continuous bloomer .....	18c	12c	8c



Shipping Period---Winter and Spring

THE HARVEST starts at Christmas time (Winter), and orders are filled in their rotation.  
LARGE ASSORTMENTS can seldom be completed in the first shipment.

Freight Prepaid to Salt Lake, Kansas City, St. Louis and Rochester

Car lots are shipped annually to the above breaking points. At any point we can hold your order four weeks in cold storage if desired.

Transportation Allowance

Invoices at these prices f.o.b. Hemet will show credit toward freight or express, one cent each on No. 1 grade and one-half cent each on smaller grades.



TERMS

**TERMS**—60 days net, f.o.b. Hemet, California, to established Nurserymen, Seedsmen and Dealers, known to us, or to those who have necessary rating. **THIRTY DAYS** less 1%. **TEN DAYS** less 2%. For advance cash or cash with order before shipment, less 3%.

**TO THE TRADE ONLY**—Prices shown are for first-class stock of the grade named. The use of printed stationery as protection is desirable. If it is not used, the purchaser should state clearly his position. We print only wholesale trade lists, and do not desire or solicit retail orders. **SUBSTITUTION**—We do not substitute unless instructed to do so, and then label true name. Customers will save time by naming a second choice, to be supplied only when first choice is sold out.

**PRO-RATA**—As it is almost impossible to count roses in the field when partly grown, there is a feature of uncertainty about all orders booked before digging. Consequently we reserve the right to fill such pro rata.

**GENUINENESS**—We exercise great care to keep all varieties true to name and will replace, on proper proof, all stock that may prove otherwise; but it is mutually agreed that we shall not be liable for any amount greater than the original price of the stock. All quotations made subject to stock being unsold when order is received, or loss by any and all unavoidable causes. Freight shipments travel at risk of purchaser.

**PACKING**—Bales and boxes will be charged at near actual cost price. We make no charge for packing or delivery to railroad station.



# PATENTED VARIETIES

Not less than five of any variety sold to a customer.  
Kindly order in multiples of five.

Wholesale Prices  
Price Price Price  
Per 10 Per 100 Per 1000

**Texas Centennial (Patent No. 162)**

Clear Red Sport of President H Hcover. Retail price 60c,  
per doz \$6.00 ..... .35 .30 .25

**Will Rogers (Patent No. 256)**

Dark velvety crimson maroon, double, free blooming.  
Strong, vigorous, dark green foliage. Retail price \$1.00,  
per doz. \$10.00 ..... .60 .50 .40

## BUSH

Price Price Price Price  
5-10 10-20 20-250 250-up

**Better Times (Patent No. 23)**

The flowers are cerise, large, double and fragrant.  
Produced on long, strong stems. Foliage leathery, dark  
green. Free bloomer. Retail price \$1.00, per doz. \$10.00 .60 .55 .50 .40

**Countess Vandal (Patent No. 38)**

Long buds, rich blend of pink, copper and gold. Single  
on long, stiff stems. Retail price \$1.00, per doz. \$10.00 .60 .55 .50 .40

**Mary Hart (Patent No. 8)**

Red Sport of Talisman. Same style as parent. Retail  
price \$1.00, per doz. \$10.00 ..... .60 .55 .50 .40

## CLIMBERS

**Blaze (Patent No. 10)**

Climber, hardy everblooming, bright scarlet. Retail  
price \$1.00, per doz. \$10.00 ..... .60 .55 .50 .40

**Maid of Gold (Patent No. 246)**

Climber, buds golden yellow splashed with red, opening  
to large, double, golden yellow flowers. Retail price  
\$1.00, per doz. \$10.00 ..... .50 .50 .50 .50

**Golden Climber (Patent No. 28)**

Hybrid Tea flowered, hardy climber, golden. Retail  
price \$1.00, per doz. \$10.00 ..... .60 .55 .50 .40

These Patented Roses are being offered under license from the Patent owners.  
The above is taken from their descriptions. They shall not be sold at retail for  
less than above shown figures per plant. (Not less than three of a kind at  
the dozen rates.)

# HEMET GROWN

*"This zone is more of a contradiction than any others."—Thomas*

Why our location some 90 miles east of Los Angeles, about 1700 feet above sea-level, and only a few miles from the desert to the north and east is so very desirable—is hard to explain—is almost another contradiction. Of course we irrigate almost constantly during the growing season, and it is a pleasure to explain why and how that is a great factor toward well made-up plants. By constant irrigation the plants are kept growing all through the growing season and so are then ready for a well-earned rest at frost time; and it is safe to gamble the frost will "cook" the blossoms early in November, usually about the 10th. This method makes them grow all through the long growing season and then by regulating irrigation helps them harden-up, as seldom do our rains come early. Could better conditions be created?

In the winter time when our output is being harvested it is the coldest at daylight. This is taken advantage of by filling our Storage Cellars with cold air from the outside at that time with a large fan driven by a 10-h.p. motor. It is remarkable how cold this stored air seems during the following warm winter day, and easy to believe the plants are benefited when held under such conditions, especially so when you know many of the mornings are real frosty and mighty cold.

The dry desert conditions are favorable in combating storage rot and mildew. These favorable conditions are also helped by the use of finely ground sulphur distributed by the fan every 10 days. The fresh air and sulphur combined are wonderful helpers in our effort to create a perfect storage. And again, we do not have in our Hemet Production any black-spot, the spores of which play such havoc in all storage cellars when brought in with infested plants.

The first Rose Bushes are brought in shortly before Christmas time and all early orders shipped as directed. A constant effort is made to keep the plants "moving"—consequently they are in storage only a short time.

Eastern shipments are loaded into cars pre-iced in San Bernardino and forwarded to destination with vents sealed. This maintains good storage atmosphere to destination and insures against frost. Another step toward perfect service.

The concrete basement storage as protection against wind and sun; the fresh air from the 10-h.p. fan; occasional doses of sulphur; the best packing methods; complete boxing of all car-lot shipments; the pre-iced cars; the storage at car-breaking points; all combine to give you perfect service.

7"x10"

## COLOR PLATES *\$1.00 Assortment*

*Some 50 pictures of Roses in color, showing 60 popular varieties. True to name in color and form. The well-known art-work of J. Horace McFarland Company.*

*The Howard Rose Company is proud to offer to its customers this excellent assortment of colored plates. If not a customer, even an order of 10 plants of one variety puts you in that class.*

*NOT OVER 3 ASSORTMENTS TO A CUSTOMER.*